



## **INDIVIDUAL CONSULTANT**

### **COMMUNICATION AND WEBSITE CONSULTANT FOR THE SOCIAL WELFARE DIVISION AND VULNERABLE GROUPS: OLDER PERSONS AND CHILDREN'S UNIT**

Reference No.: AUC/SAD/C/35

#### **Background**

The AUC Department of Social Affairs through its Division of Social Welfare and Vulnerable Groups is undertaking numerous high-level events on older persons and girls at risk. Amongst others the Division works to ensure the well-being and dignity of older person and girls by bringing together stakeholders from all Member States to create awareness, promote long-term care and prevent abuse.

Achieving the aforementioned objectives entails increasing visibility of these high-level events on a global scale to engage the global community in the process of creating comfort for the elderly and protection of the future of the girl child.

In this regard, the Commission of the African Union invites applicants who are citizens of Member States for the Communication and Website consultant position to improve the Division's reach to involve all Africans in creating a better Africa for the older persons and girls.

#### **Objective of the Assignment**

The Objective of this assignment entails the enhancement of the visibility of the different activities of the division through traditional and modern media.

#### **Scope of the Assignment**

The Scope of the Assignment will entail to following:

- Link the Division's Website to the Official AU Website
- Create a Graphic design template for booklets, brochures, online banners,
- Create an online platform for forum discussions for partners of the division to directly communicate online
- Develop branding guideline for promotional and IEC materials
- Coordinate the 2<sup>nd</sup> African Girls' Summit and 2 year evaluation progress Meeting
- Develop an online M&E Framework

## KEY DELIVERABLES

The consultant will be working on the aforementioned scope of the assignment and delivering the following items over the course of 6 months:

KEY DELIVERABLES	Aug			Sept			Oct			Nov			Dec			Jan		
Link of the division website on the AUC website																		
Graphics template booklet																		
Online forum discussion platform developed																		
Branding guideline booklet																		
2 <sup>nd</sup> African Girls' Summit																		
2 year evaluation progress meeting																		
M & E online Framework																		

## Duration of the Assignment and Payment Arrangements

The duration of the assignment is for six months.

The Consultant will be on a retainer fee for the six (6) months i.e. monthly payment of **US \$ 3,000**, inclusive of all costs including profit, tax and any other related costs.

## Qualification and Experience

The Consultant would be selected based on the following minimum educational and experience criteria:

### Education

- A bachelor's degree or equivalent in Communication, marketing or other related discipline.

### Experience

- 5 years plus of experience in Communications, Below the Line marketing
- Experience social corporate responsibility and below the line media campaigns;
- Experience in audio-visual editing software(Adobe Premier pro and Vegas Pro), graphic design software(Adobe Illustrator, InDesign and Photoshop) and rendering softwares (3d Max, 4d Cinema and/or Maya)is an advantage
- Experience working in a fast-paced and team oriented environment.

## **Required Skills**

- Excellent writing skills in English and ability to work with more than one AU official language is highly desirable
- Excellent computer skills: experience with digital communications strategy, including social media, email, and website management

The African Union Commission now invites eligible **Individual Consultants** to indicate their interest in providing the Services. Interested candidate must provide information demonstrating that he/she has the required qualifications and relevant experience to perform the Services. Consulting firms may propose individual consultants, but only the experience and qualifications of individuals shall be used in the selection process, and that his or her corporate experience shall not be taken into account, and the contract would be signed with the proposed individual.

## **Evaluation and qualification criteria**

For evaluation of the expressions of interest the following criteria will be applied:

- A. General Education Qualification and Relevant Training(20 Points)
- B. Experience related to the Assignment(50 Points)
- C. Technical Approach and Methodology (20 Points)
- D. Workplan Timeline (10 Points)

Interested candidates are requested to submit the following documents for AUC's consideration as an attachment to the CVs:

- a) Technical Proposal on:
  - understanding and interpretation of the TOR
  - methodology to be used in undertaking the assignment
  - time and activity schedule

Further information can be obtained at the address below during office hours 8:00-13:00hrs and 14:00-17:00 hours Local Time.

Proposal must be delivered in a written form to the address below not later than 15:00 hours local time, **July 6, 2018**.

**African Union Commission,  
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